CHRONOLOGY OF
BULOVA ACCUTRON

1950—Work on the first electronic wrist timepiece started in Bienne Switzerland at the Bulova plant.

Oct. 25, 1960—First introduced in the U.S. and Canada.

March 19, 1961—Winner of Miniaturization Award.

April 27, 1961—Switched signals in Explorer XI satellite.

Aug. 1, 1961—Southern Pacific certifies for operating personnel. (Now over 60 railroads use Bulova Accutron.)

March 11, 1962—Winner of Microminiaturization Award.

May 25, 1962—Alitalia Airlines certifies for crews.

July 23, 1962—Aboard Telstar I communications satellite.

Sept. 18. 1962—Aboard Tiros VI weather satellite.

Nov. 1, 1962—100,000th Bulova Accutron sold.

Nov. 2, 1962—Bulova Accutron procured for X-15 pilots.

1963—Described in Encyclopedia Americana as "the first significant change in personal timepieces in 300 years."

Feb. 14, 1963—Aboard Syncom I satellite.

May 7, 1963—Aboard Telstar II satellite.

June 15, 1963—Bulova Accutrons now sold in 59 countries.

June 18, 1963—Launched aboard Tiros VII satellite.

Sept. 16, 1963—Successfully turns off Tiros VI transmitters.

Sept. 27, 1963—Racing drivers Graham Hill and Jim Clark presented with Bulova Accutrons as "Split-Second Timing" awards in London.

Oct. 25, 1963—Retail sales reach £10,000,000.

Dec. 21, 1963—Launched aboard Tiros VIII satellite.

Feb. 16, 1965—Aboard Pegasus I meteoroid detection satellite.

May 16, 1965—Telstar II "switched off" on schedule.

August 21–29, 1965—In Gemini V two-man capsule.

Now—Bulova Accutron timers have been contracted for Project Apollo, the U.S. moon landing.

Questions most frequently asked about BULOVA ACCUTRON and some answers

Accuracy guaranteed through electronics

Transistor activated tuning fork replaces hairspring and balance wheel. Vibrates 360 cycles a second.
Rugged reliability. Only 12 moving parts. Used as a timer in satellites.
Never needs winding on or off the wrist. Power guaranteed for one year.
First timepiece ever with written guarantee of accuracy—within 60 seconds a month.

BULOVA ACCUTRON

The BULOVA ACCUTRON Guarantee

The BULOVA ACCUTRON timepiece is guaranteed internationally by BULOVA not to gain or lose more than one minute a month in normal use as a wrist timepiece, and is guaranteed against all damage and defects, except loss, fire and theft, for one full year from date of purchase from an authorized BULOVA ACCUTRON jeweller. Within such time it will be repaired, serviced or adjusted, if necessary, without charge, if returned to the authorized BULOVA ACCUTRON jeweller from whom it was purchased, or to any authorized BULOVA Service Center, Bulova factory or office.

BULOVA WATCH COMPANY, INC., Bienne, Switzerland

Q. *And shock or vibration ?*

A. The Bulova Accutron timepiece on the wrist of the user is completely immune to the shocks of gardening, hammering, and all the countless hazards of normal daily use. This arises out of the rugged nature of the tuning fork.

Q. *Can I go swimming with it on ?*

A. All Bulova Accutron models are of standard "waterproof" construction : that is to say proof against accidental immersion, perspiration, dust, etc. provided that case crystal and crown are intact. Every one is tested to a depth of 83 feet.

Q. *How does the Bulova Accutron differ from conventional watches ?*

A. The Bulova Accutron works on an entirely new, simple but intensely precise electronic principle.
Instead of the traditional mainspring and complex escapement of the mechanical watch a tiny tuning fork vibrating 360 times a second provides unvarying timekeeping.

Q. *If it has no mainspring where does the power come from ?*

A. From power supplied by a power cell working through a transistor.

Q. *How long does the power cell last ?*

A. It is guaranteed for one full year from date of purchase. One additional cell is provided free of charge.
The timepiece will keep accurate time until the last bit of power is exhausted.

Q. *How much will a new cell cost after that?*

A. The retail price is 16/8 for the date model and 12/6 for the non-date model. The power cells are readily available from Bulova Accutron dealers throughout the world.

Q. *How accurate is the Bulova Accutron?*

A. The Bulova Accutron can be regulated to keep time on the wrist to within an average of two seconds in 24 hours. Variations of less than one second are more usual.

Q. *What sort of guarantee does it carry?*

A. The Bulova Accutron on the wrist of the owner is guaranteed not to gain or lose more than one minute a month in normal use. It is the first timepiece in history to carry a guarantee of timekeeping within a prescribed tolerance. It will be regulated to perform within this tolerance if necessary.

Q. *How often does it need servicing?*

A. Since the Bulova Accutron has only 12 moving parts, its operation is so simple as to require servicing only "as required". It does not need regular periodic cleaning and maintenance. The only attention required may be initial adjustment to suit individual wearing habits and changes of power cell. These are matters of a few moments.

Q. *What is the effect of magnetism?*

A. Bulova Accutron timepieces are less affected by the magnetic fields usually encountered in normal service than are conventional "anti-magnetic" watches.

Q. *Does the Bulova Accutron have to be worn to keep it going?*

A. No. It functions normally on or off the wrist – and never needs winding.

Q. *How many jewels has the Bulova Accutron ?*

A. Although there is no basis for comparison with a conventional watch since the Bulova Accutron uses an entirely new timekeeping system, free of pivots and bearings. As a point of information it has seventeen parts of possible wear – all protected by Jewels.

Q. *How do I set the hands ?*

A. Because of the Bulova Accutron's unusual accuracy the setting crown is seldom used and has been placed on the back.

Q. *And the effect of altitude ?*

A. Temporary exposure such as in air travel has very slight effect. Owners who fly constantly may find it necessary to have their Bulova Accutron regulated to correct a slight gaining rate.

Q. *How does it differ from electric watches ?*

A. In the electric watch the traditional mainspring is replaced by a power cell and electric circuitry. It still retains a balance assembly.

Q. *Why is the Bulova Accutron timepiece so thick ?*

A. Actually it is not "thick" by comparison with men's automatic watches, sports watches and other conventional watches that can be regulated to keep better time than thin or dress watches.

Q. *What about the price ?*

A. The price of the Bulova Accutron should be compared with that of the best conventional watches. In materials, craftsmanship and space-age precision and technology it is designed to do the job better – and no other watch or timepiece carries its remarkable guarantee of accuracy.

Q. *Are Bulova Accutron owners satisfied with it?*

A. People who are now wearing the Bulova Accutron timepiece are continually enthusiastic in their voluntary praise of this remarkable timepiece. Everyone seems to be amazed that it keeps such perfect time and does not need the usual service of a conventional watch. No other watch or timepiece has created so much enthusiasm among those who own it. It has earned the admiration of the Horologist and the watch technician.

Q. *Does temperature affect it?*

A. The Bulova Accutron is designed to provide reliable performance from 20°F to 120°F (—7°C to +50°C) but even outside these extremes the timepiece will not normally be affected by temperature changes when worn on the wrist.

Q. *How long will it retain this accuracy?*

A. From our experience so far apparently indefinitely, since the motivating mechanism is independent of friction and lubrication and shows no wear.

Q. *Does it have a "chronometer" rating?*

A. The various certificates awarded by official testing agencies relate to watches tested under laboratory conditions in an observatory. Every Bulova Accutron on the wrist of the user outperforms the best timing tolerances set for conventional watches and "chronometers". It maintains this accuracy without variation over the years.

Q. *Can I wear it on the inside of the wrist?*

A. The Bulova Accutron can be regulated to take account of differences in wearing habits including the inside of the wrist.